What is claimed is:

1. A method for operating a data broadcasting system that executes a data broadcast under a client-server environment, the method comprising the steps of:

(a) downloading a data service table for a specific application at the client;

(b) providing an advertisement image and concurrently performing a data receiving process with reference to the data service table; and

(c) executing the specific application using data files extracted through the data receiving process.

2. The method according to claim 1, wherein the data service table comprises advertisement image-relevant information used to confirm whether an advertisement image file exists.

3. The method according to claim 2, wherein the step (b) comprises the steps of:

confirming whether the advertisement image-relevant information exists with reference to the data service table;

if the advertisement image-relevant information exists, downloading at least one vendor section from the server; and

executing the advertisement image file extracted from the at least one vendor section.

4. The method according to claim 1, wherein the advertisement image is generated by a combination of the advertisement image files extracted from the at least one vendor section.

5. The method according to claim 1, wherein the advertisement image is comprised of any one selected from the group consisting of a still image or a moving picture.

6. The method according to claim 1, wherein the advertisement image is outputted on a predetermined region of a screen if a video broadcast is being replayed on a screen.

7. The method according to claim 1, wherein the advertisement image is outputted on a full screen if any one of an audio broadcast and an independent data broadcast is being replayed on a screen.

8. The method according to claim 1, wherein, when a power is turned on or a channel is changed at the client, a data broadcast for the specific application begins.

9. A data broadcasting system of executing a data broadcast under a client-server environment, wherein the system provides an advertisement image with reference to a data service table provided from a server while a client receives data.

10. The system according to claim 9, wherein the client receives data from the time of downloading a plurality of data sections relevant to an application included in the data service table to the time of providing a plurality of final data files to the application.

11. The system according to claim 9, wherein the data service table comprises application-relevant information and advertisement image-relevant information.

12. The system according to claim 9, wherein the client determines whether to download an advertisement image file on the basis of the advertisement image-relevant information.

13. The system according to claim 9, wherein the advertisement image is comprised of any one selected from the group consisting of a still image or a moving picture.

14. The system according to claim 9, wherein the advertisement image is outputted on a predetermined region of a screen if a video broadcast is being replayed on a screen.

15. The system according to claim 9, wherein the advertisement image is outputted on a full screen if any one of

an audio broadcast and an independent data broadcast is being replayed on the screen.

16. The system according to claim 9, wherein, when a power is turned on or a channel is changed at the client, a data broadcast for the specific application begins.